



Fig. 2

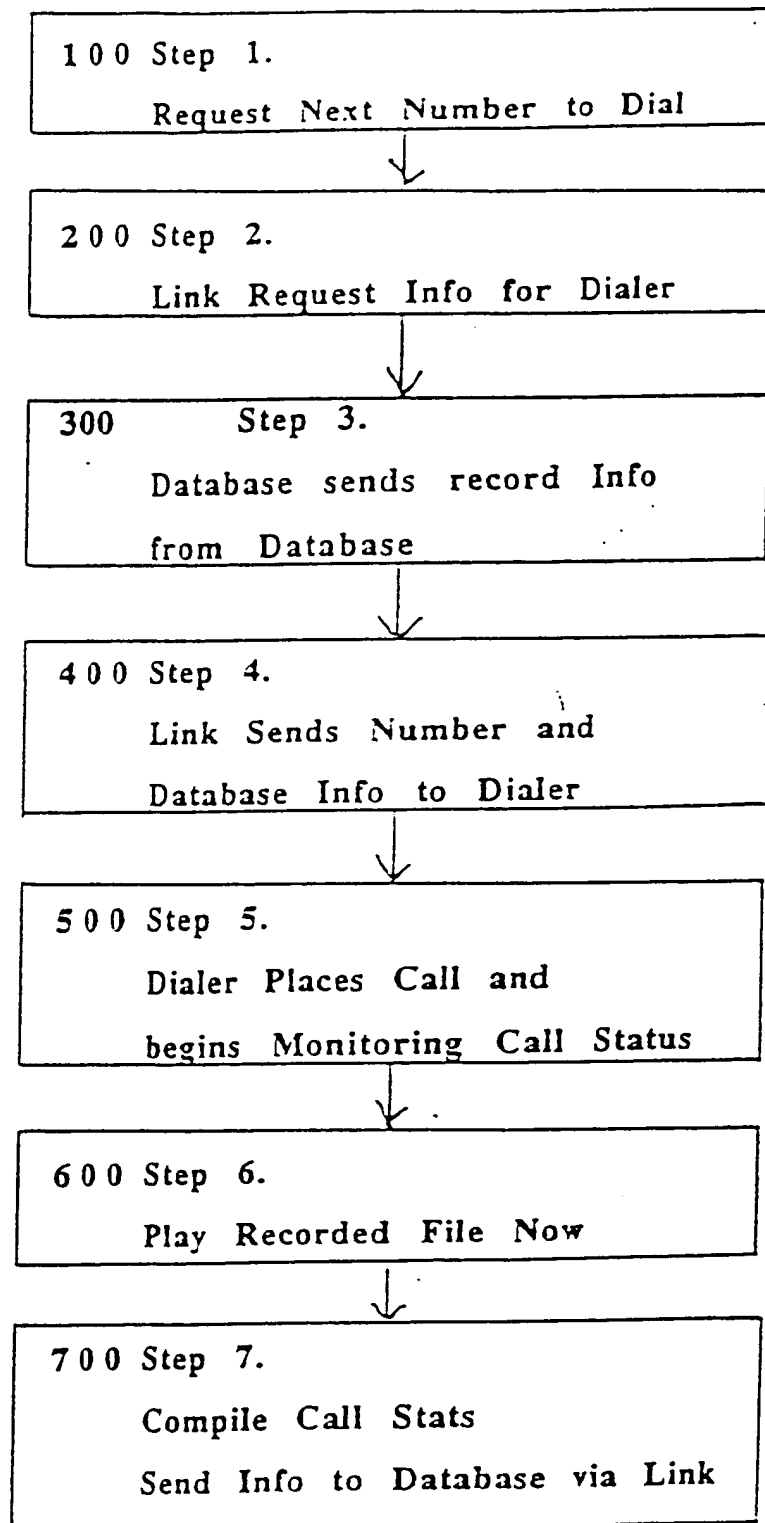


Figure 3A

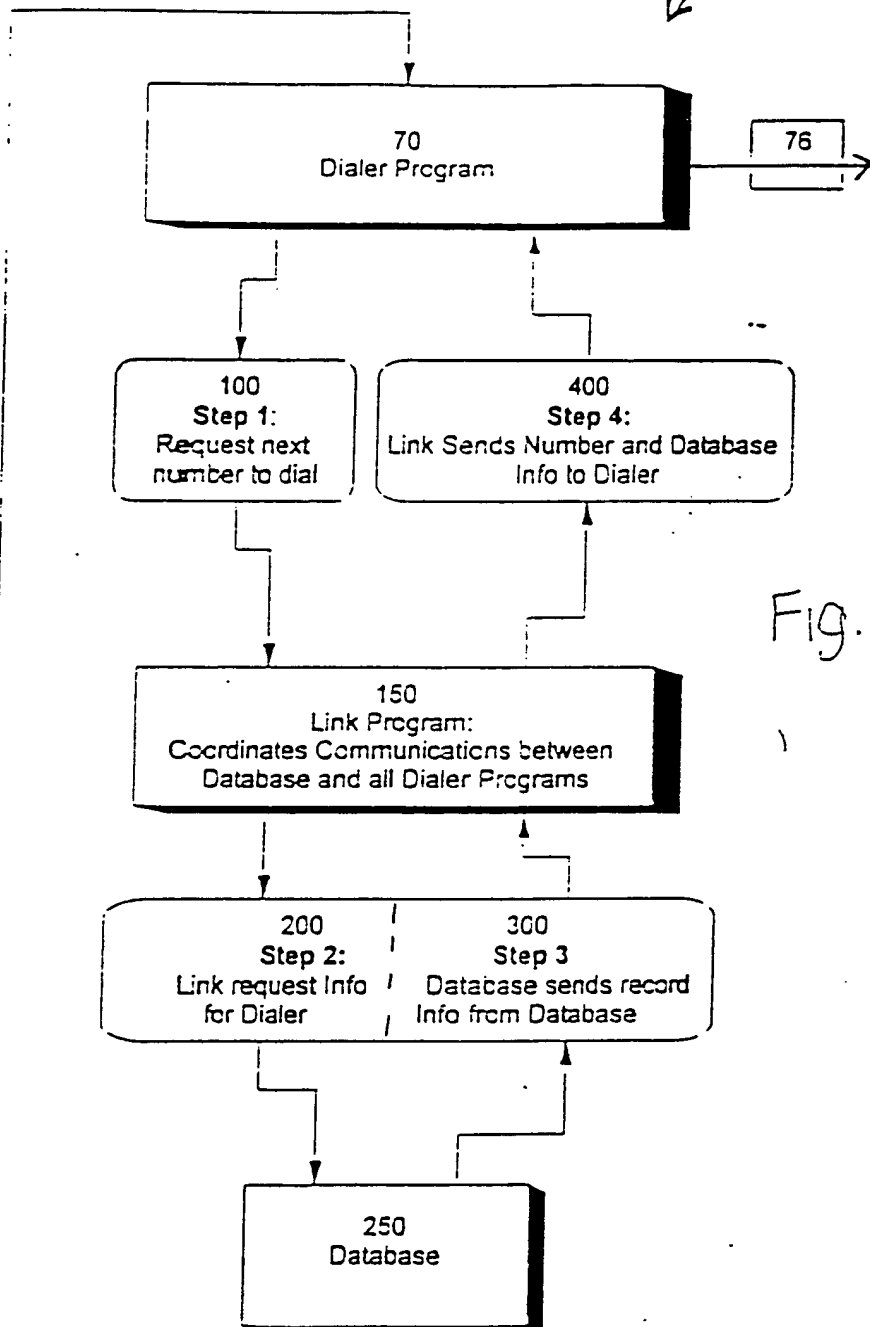


Fig. 3a

Figure 3B

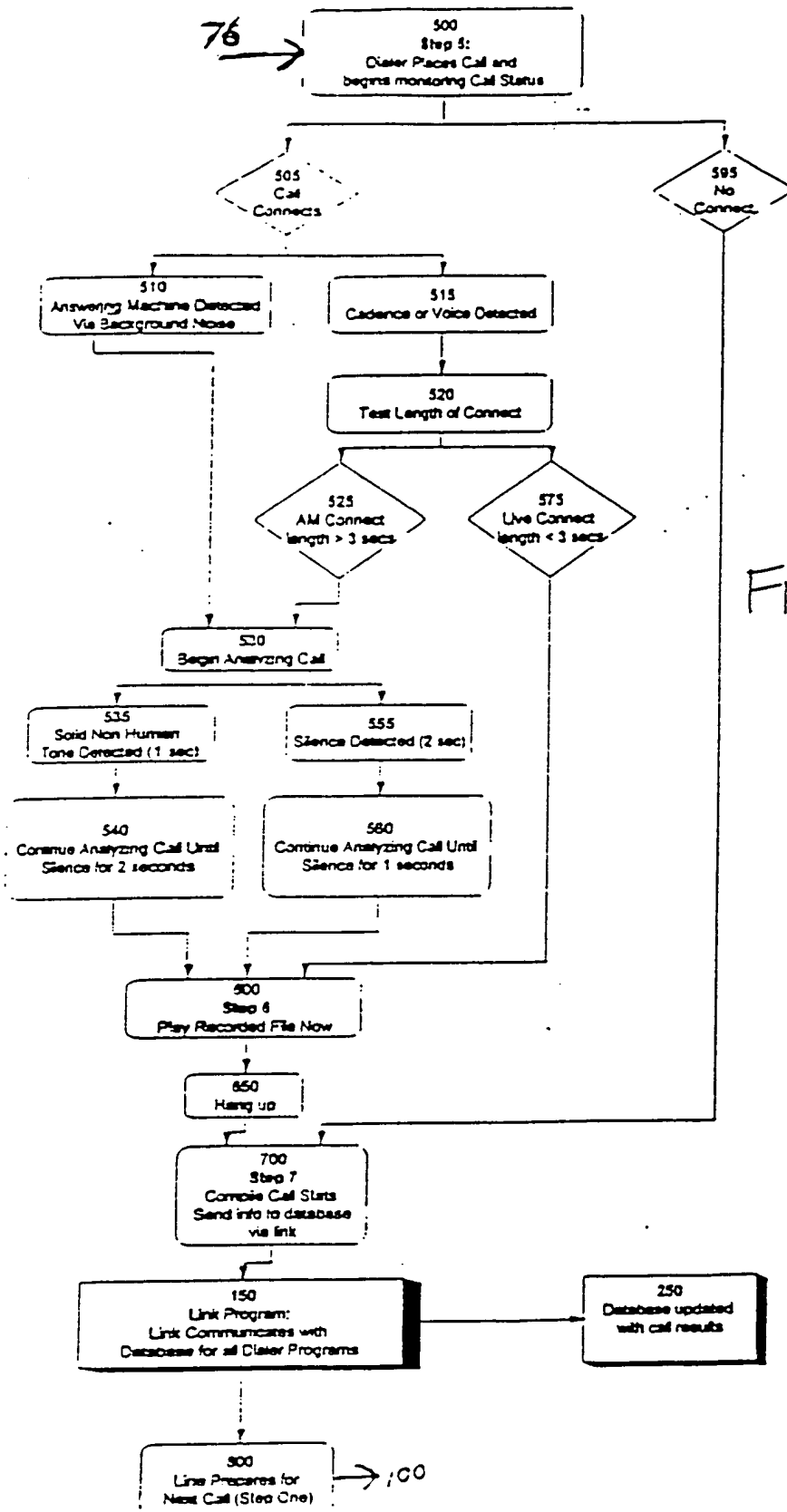


Fig. 3b

Figure 3C

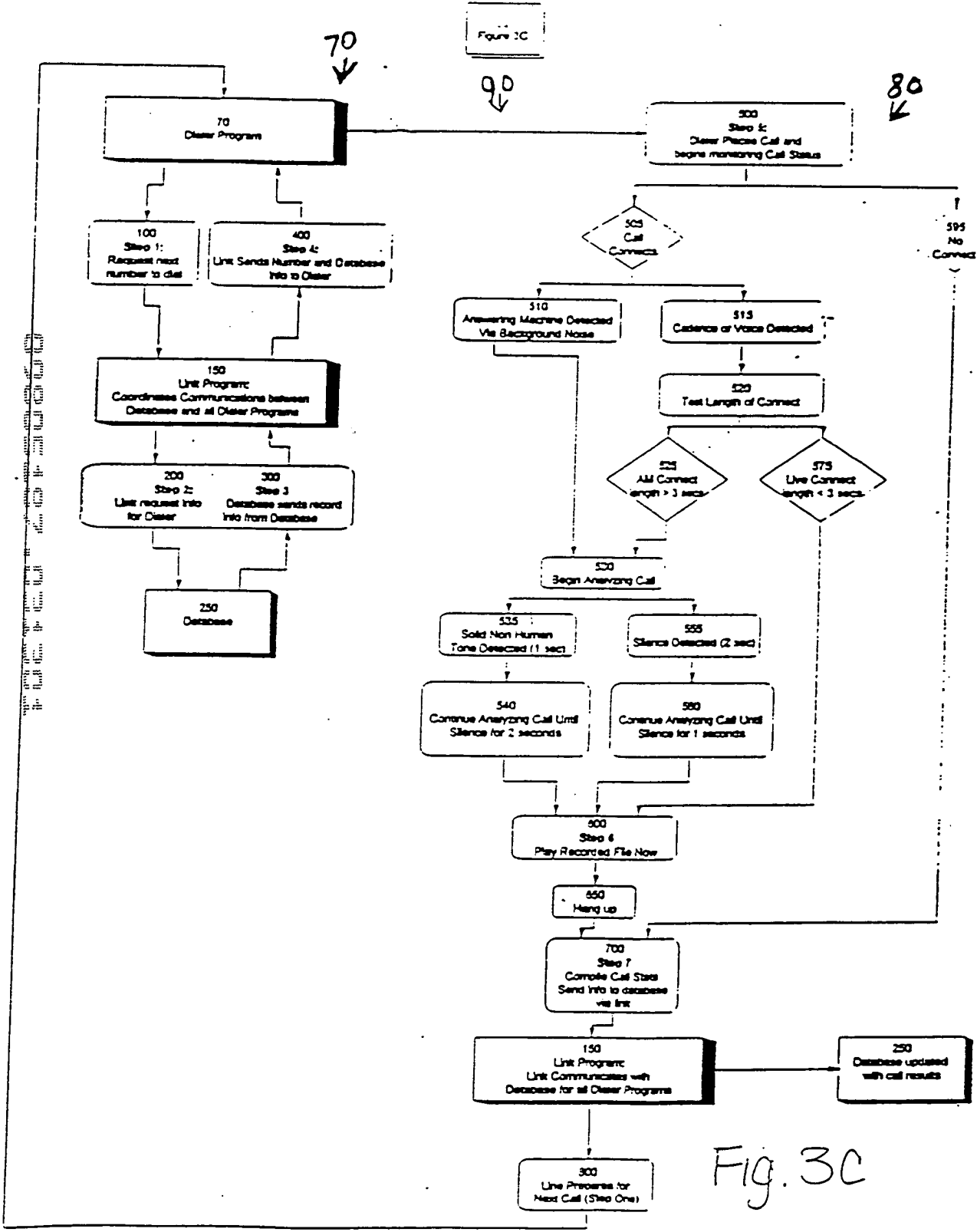


Fig. 3C

## Figure 4

Market Ability  
9 Sunshine Blvd  
Ormond Beach, FL 32174

(904) 676-1520  
fax (904) 676-1127

RealCall Recap for HBO Free Preview - Phoenix  
4/6/98 11:31:49 AM

---

Total Database Records	33083
Total Call Attempts	37887

		Database	Connection
Total Connections:	27259	82.40%	
Answering Machines	17930	54.20%	65.78%
Human Answers	9329	28.20%	34.22%
Busy	183	0.55%	
No Answer	0	0.00%	
No Ring	51	0.15%	
Operator Intercept	3473	10.50%	
Time Out	2043	6.18%	
Fax Tone	64	0.19%	

### Call Details:

Unreachable Records	3588	10.85%
Fax tone, No ring, Operator intercept		

Retryable Records	2226	6.73%
Reason: Busy + No Answer + Time Out		

### Live Connection Stats:

Number of live connections: 9329	
Length of voice file(s): 30	
Length of call (secs)	Number of connects
0 - 10	362 3.88 %
11 - 20	1481 15.88 %
21 - 25	448 4.8 %
26 - 30	7038 75.44 %

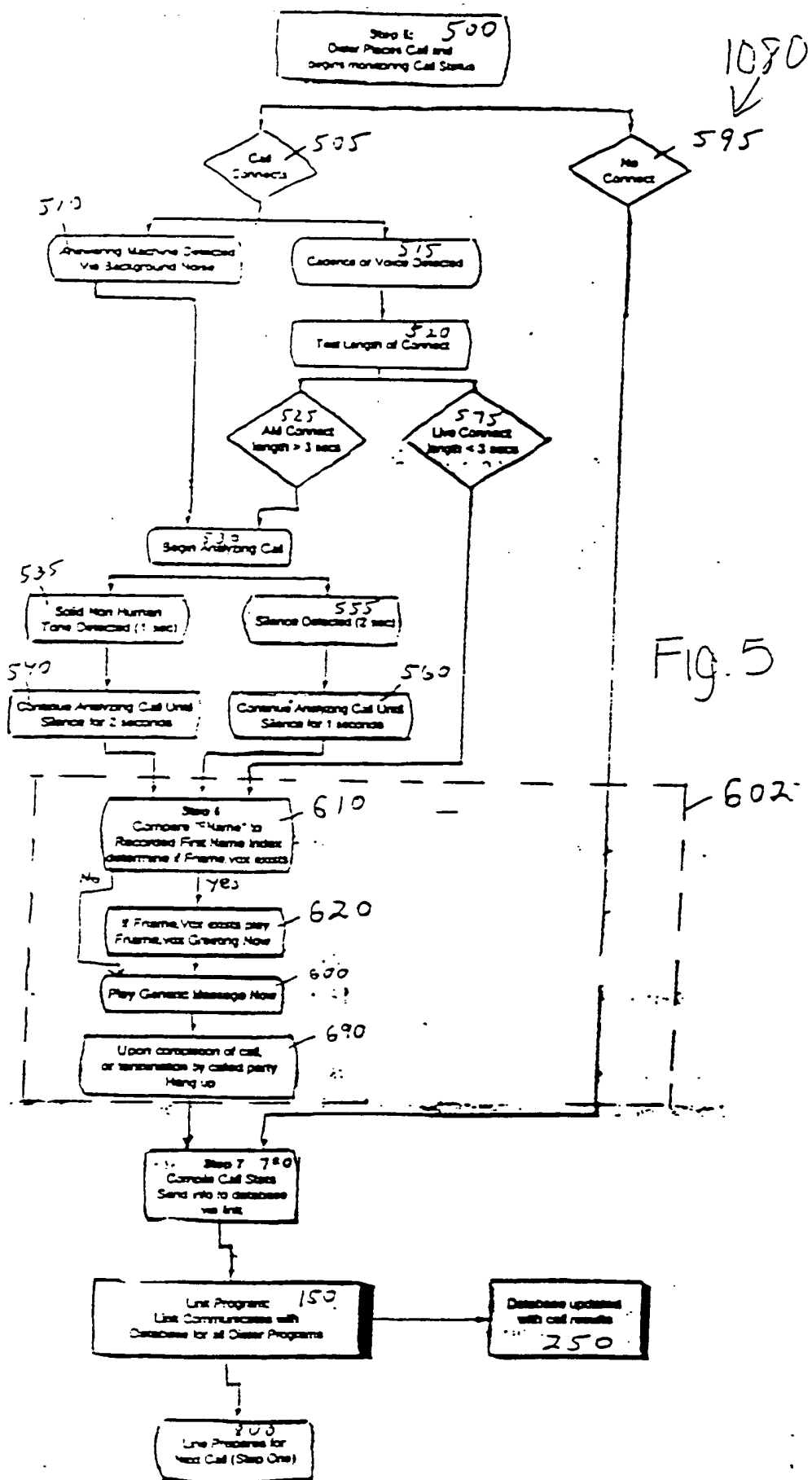


Fig. 5